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Subject: Customer Satisfaction Performance Measures

1. Purpose: To provide technical guidance for the local Workforce Investment Boards (LWIBS) about the Department of Labor (DOL) Customer Satisfaction Performance Measures required by the Workforce Investment Act (WIA).
2. Substance: Training and Employment Guidance Letter (TEGL) 7-99, Core and Customer Satisfaction Performance Measures for the Workforce Investment System contains an overview on pages 32 - 40 for the job seeker and employer surveys that are to be conducted. DOL issued TEGL 7-99 draft changes dated April 20, 2001 for the customer satisfaction survey guidelines. Please note the section Changes to the Customer Satisfaction Survey Methodology on page 2. The parts to be changed deal with the sampling size minimum, responses 11 and 12 on the survey, and the revised script to be used for the survey. The three required questions have not changed.

TEGL 6-00, Guidance on Obtaining Customer Satisfaction Results for Participant and Employers Receiving Services Under Title I of the WIA discusses the parameters to be used for state and local customer satisfaction outcomes accountability. Please note section titled Parameters for Collecting Customer Satisfaction Information to Measure Local WIB Performance on page 10 - 12. TEGL 6-00, Attachment D further refined the Customer Satisfaction Performance Measures information. TEGL 6-00 Change 1 reflects changes to the Customer Satisfaction Survey Guidance on capturing customer satisfaction results for participants and employers. Note also TEGL 14-00 and TEGL 14-00 Change 1 titled Planning Guidance and Instructions for Submission of the Strategic Five Year Plan for Title I WIA and the Wagner-Peyser Act.

3. Action: **Procedure for conducting the Customer Satisfaction Survey with Participants and Employers.**

Participants (Job Seekers)

Local areas are required to conduct their own customer satisfaction survey for participants (job seekers) and employers. The three core questions required by DOL are to be used first in the survey. If an area wishes to add questions to customize the survey to meet individual area needs, that is their choice. Open-ended questions will provide the best information about how customers view the services they received. Shorter questionnaires produce better response rates than longer questionnaires.

The interview should be limited to 15 minutes or less.

A minimum of five follow-up attempts is required, involving various times of the day, before closing the record.

Local program staff must inform the customer during the registration process about the importance of satisfying customers and the possibility of being contacted for information on his or her experience with the services. Inform the participant they may also be called by the Division of Workforce Development about their experiences with staff and the services provided to them. Customers must be told the survey is voluntary and responses are considered confidential.

Program staff will need the consent of a youth's guardian or parent to survey youth under age 18. Parents and guardians are involved in the application process of youth under age 18, so building in a consent statement about participation in a customer satisfaction survey may be the easiest way to obtain the consent.

Local program staff should collect alternate information from a customer to ensure contact can be made after the customer exits the program.

A letter in advance of the survey should be sent informing the customers randomly selected that they will be receiving a telephone call about his or her satisfaction with the services. A contact phone number should be on the letter suggesting that customers call if they need help or call if their home phone numbers have changed. Do not send the questions in the letter.

Participant customer satisfaction responses must be collected by telephone interviews. In-person interviews and mail questionnaires may

be used only in situations where the individual does not have a telephone.

The surveys should be conducted on a rolling basis within the time frame for participants indicated below. Customers should be contacted within 60 days of the exit date or the date that an exit date has been determined. This means 60 days after the exit interview, **or** 60 days after the 90 days have elapsed since the last service date (soft exit).

Participants dually enrolled are eligible for customer satisfaction surveys when they exit from the final activity.

The three core questions required by DOL are in Attachment A. Each question is based on a score from 1-10, with 10 being the best and 1 being the worst. Local areas must submit a report to DWD that provides the average response score on each question, as well as the total number of participants surveyed. Reports are due 45 days after the end of each calendar quarter.

Employers

Employers should be contacted as soon as possible after the completion of the service and no later than 60 days after the completion of the service. For employers who listed a job order where no referrals were made, contact should occur 30 to 60 days after a job order was listed.

A minimum of five follow-up attempts is required, involving various times of the day before closing the record.

Local program staff must inform the employer during the registration process about the importance of satisfying customers and the possibility of being contacted for information on his or her experience with the services. Inform the employer that DWD may also call them about their experience with the services provided to them. Employers must be told the survey is voluntary and responses are considered confidential.

A letter in advance of the survey should be sent informing the randomly selected employer that they will be receiving a telephone call regarding their satisfaction with the services. A contact phone number should be on the letter suggesting that the employer customer call if they need help or call if their business phone numbers or contact person has changed. Do not send the questions to the employer.

Employer customer satisfaction responses must be collected by telephone interviews. In-person interviews and mail questionnaires may be used only in situations where the individual employer cannot be reached by telephone.

The suggested script and three DOL required core questions are found in Attachment B. Each question is based on a score from 1-10, where 10 is the best and 1 is the worst. Local areas must submit a report to DWD that provides the average response score on each question, as well as the total number of employers surveyed. Reports are due 45 days after the end of each calendar quarter.

Employers eligible for the customer satisfaction survey receiving the greatest amount of service should be surveyed about the employer's satisfaction. An employer should only be surveyed once during the course of the program year.

Local areas should begin the customer satisfaction process as soon as practical, but no later than 60 days from the date of this Issuance. The first report on Customer Satisfaction results is due to DWD no later than May 15, 2002. At a minimum, the report must include results for exiters and employers from 3rd quarter of PY'01 (January - March 2002).

4. Contact: If you have questions contact Roger Baugher or Janeen Osborne at (573) 751-7897.
5. Reference: WIA 1998, TEGL 7-99, TEGL 6-00, Draft changes Q & A Disclaimer from the field on performance accountability under WIA Title IB, TEGL 6-00 Change 1, TEGL 14-00 and TEGL 14-00 Change 1.

Rick Beasley, Acting Director

RB/rbd

Attachments: A) Participant Script, B) Employer Script

c: DWD Admin Group, with attachments
 DWD Central Office Managers, with attachments
 Regional Managers, with attachments
 Rex Hall, with attachments
 WIA Local Contacts, with attachments